



KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Media Placement Technology
500 N Washington St, Suite 303
Alexandria, VA 22314

Contract # 853569

Schedule Dates 09/11/12-09/17/12
Advertiser Rob McKenna for Washington (39549)
Agency/T-Code Media Placement Technology (3588)/113823657
Product Political - State Governor (1177)
Brand MCKENNA FOR GOVERNOR (177377)
Salesperson Clark, Dave (3097)
Sales Office TeleRep - Washington D.C.
Buyer Name MEADE,NICOLE
Phone/Fax (425) 449-8244 /
CPE N/A
Account Types National/Political Candidate - Agency
Billing Type Standard

Comments MCKENNA FOR GOVERNOR
***** THIS IS A CASH IN ADVANCE SCHEDULE *****, MCKENNA FOR CONGRESS

Date Entered 09/10/12
Last Modified 09/12/12
Entered By Whitney Wood
CO-OP No
Headline # 06309559
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,980.00
Net Total \$79,220.00
Sales Tax

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Sep. 2012	157	\$93,200.00
Grand Total:	157	\$93,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	4:28A- News @ 430am	6		X	X	X	X			6	\$50.00	\$300.00	Seattle/Tacoma (KING) (KING)		9/10/12
2.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	4:28A- News @ 430am		2							2	\$50.00	\$100.00	Seattle/Tacoma (KING) (KING)		9/10/12
3.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	4:57A- News @ 5am M-F			2	2	2	2			8	\$225.00	\$1,800.00	Seattle/Tacoma (KING) (KING)		9/10/12
4.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	4:57A- News @ 5am M-F		2							2	\$250.00	\$500.00	Seattle/Tacoma (KING) (KING)		9/10/12
5.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	5:57A- News @ 6am M-F			1	1	1	1			4	\$450.00	\$1,800.00	Seattle/Tacoma (KING) (KING)		9/10/12
6.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	5:57A- News @ 6am M-F		1							1	\$500.00	\$500.00	Seattle/Tacoma (KING) (KING)		9/10/12
7.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	7A- 8A (PT)			1	1	1	1			4	\$525.00	\$2,100.00	Seattle/Tacoma (KING) (KING)	TODAY SHOW	9/10/12
8.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	7A- 8A (PT)		1							1	\$550.00	\$550.00	Seattle/Tacoma (KING) (KING)	TODAY SHOW	9/10/12
9.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	8A- 9A (PT)			2	2	2	2			8	\$475.00	\$3,800.00	Seattle/Tacoma (KING) (KING)	TODAY SHOW	9/10/12
10.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	8A- 9A (PT)		2							2	\$525.00	\$1,050.00	Seattle/Tacoma (KING) (KING)	TODAY SHOW	9/10/12
11.0	Normal Line / SPOT	09/15/12-09/15/12	5	:30	6A- 7A (PT)							1		1	\$300.00	\$300.00	Seattle/Tacoma (KING) (KING)	NEWS	9/10/12
12.0	Normal Line / SPOT	09/15/12-09/15/12	5	:30	7A- 8A (PT)							1		1	\$400.00	\$400.00	Seattle/Tacoma (KING) (KING)	NEWS	9/10/12
13.0	Normal Line / SPOT	09/15/12-09/15/12	3	:30	8A- 9A (PT)							1		1	\$600.00	\$600.00	Seattle/Tacoma (KING) (KING)	NEWS	9/10/12
14.0	Normal Line / SPOT	09/16/12-09/16/12	5	:30	5:58A- Meet The Press								1	1	\$350.00	\$350.00	Seattle/Tacoma (KING) (KING)		9/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

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15.0	Normal Line / SPOT	09/16/12-09/16/12	5	:30	7A- 8A (PT)								1	1	\$350.00	\$350.00	Seattle/Tacoma (KING) (KING)	NEWS	9/10/12
16.0	Normal Line / SPOT	09/16/12-09/16/12	5	:30	8A- 9A (PT)								1	1	\$400.00	\$400.00	Seattle/Tacoma (KING) (KING)	NEWS	9/10/12
17.0	Normal Line / 5 Fixed	09/16/12-09/16/12	5	:30	9A- 10A (PT)								1	1	\$450.00	\$450.00	Seattle/Tacoma (KING) (KING)	NEWS	9/10/12
18.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	10A- Today Show			1	1	1	1			4	\$200.00	\$800.00	Seattle/Tacoma (KING) (KING)		9/10/12
19.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	10A- Today Show		2							2	\$225.00	\$450.00	Seattle/Tacoma (KING) (KING)		9/10/12
20.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	11A- New Day Northwest			1	1	1	1			4	\$75.00	\$300.00	Seattle/Tacoma (KING) (KING)		9/10/12
21.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	11A- New Day Northwest		2							2	\$75.00	\$150.00	Seattle/Tacoma (KING) (KING)		9/10/12
22.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	11:59A- News @ 12pm			1	1	1	1			4	\$225.00	\$900.00	Seattle/Tacoma (KING) (KING)		9/10/12
23.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	11:59A- News @ 12pm		2							2	\$250.00	\$500.00	Seattle/Tacoma (KING) (KING)		9/10/12
24.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	1P- Days of Our Lives			1	1	1	1			4	\$250.00	\$1,000.00	Seattle/Tacoma (KING) (KING)		9/10/12
25.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	1P- Days of Our Lives		2							2	\$300.00	\$600.00	Seattle/Tacoma (KING) (KING)		9/10/12
26.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	1:58P- Dr Phil	5		X	X	X	X			5	\$175.00	\$875.00	Seattle/Tacoma (KING) (KING)		9/10/12
27.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	1:58P- Dr Phil		2							2	\$250.00	\$500.00	Seattle/Tacoma (KING) (KING)		9/10/12
28.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	2:58P- Ellen			1	1	1	1			4	\$250.00	\$1,000.00	Seattle/Tacoma (KING) (KING)		9/10/12

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29.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	2:58P- Ellen		1							1	\$475.00	\$475.00	Seattle/Tacoma (KING) (KING)		9/10/12
30.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	3:58P- Katie			1	1	1	1			4	\$350.00	\$1,400.00	Seattle/Tacoma (KING) (KING)		9/10/12
31.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	3:58P- Katie		1							1	\$450.00	\$450.00	Seattle/Tacoma (KING) (KING)		9/10/12
32.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	5P- 5:30P (PT)			2	2	2	2			8	\$650.00	\$5,200.00	Seattle/Tacoma (KING) (KING)	5P NEWS	9/10/12
33.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	5P- 5:30P (PT)		2							2	\$675.00	\$1,350.00	Seattle/Tacoma (KING) (KING)	5P NEWS	9/10/12
34.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	5:30P- 6P (PT)			2	2	2	2			8	\$675.00	\$5,400.00	Seattle/Tacoma (KING) (KING)	5P NEWS	9/10/12
35.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	5:30P- 6P (PT)		2							2	\$725.00	\$1,450.00	Seattle/Tacoma (KING) (KING)	5P NEWS	9/10/12
36.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	6:29P- News @ 630pm M-F			2	2	2	2			8	\$925.00	\$7,400.00	Seattle/Tacoma (KING) (KING)		9/10/12
37.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	6:29P- News @ 630pm M-F		2							2	\$975.00	\$1,950.00	Seattle/Tacoma (KING) (KING)		9/10/12
38.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	7P- Evening Magazine			1	1	1	1			4	\$475.00	\$1,900.00	Seattle/Tacoma (KING) (KING)		9/10/12
39.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	7P- Evening Magazine		1							1	\$550.00	\$550.00	Seattle/Tacoma (KING) (KING)		9/10/12
40.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	7:30P- Inside Edition			1	1	1	1			4	\$500.00	\$2,000.00	Seattle/Tacoma (KING) (KING)		9/10/12
41.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	7:30P- Inside Edition		1							1	\$550.00	\$550.00	Seattle/Tacoma (KING) (KING)		9/10/12
42.0	Normal Line / SPOT	09/16/12-09/16/12	5	:30	9P- News @ 9p Su								1	1	\$750.00	\$750.00	Seattle/Tacoma (KING) (KING)		9/10/12

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43.0	Normal Line / SPOT	09/16/12-09/16/12	5	:30	10P- Dateline NBC								1	1	\$1,500.00	\$1,500.00	Seattle/Tacoma (KING) (KING)		9/10/12
44.0	Normal Line / SPOT	09/11/12-09/16/12	5	:30	11P- 11:35P (PT)	10		X	X	X	X	X	X	10	\$850.00	\$8,500.00	Seattle/Tacoma (KING) (KING)	LATE NEWS	9/10/12
45.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	11P- News @ 11pm M-F		2							2	\$1,000.00	\$2,000.00	Seattle/Tacoma (KING) (KING)		9/10/12
46.0	Normal Line / SPOT	09/11/12-09/14/12	5	:30	11:35P- 12:35A (PT)			2	2	2	2			8	\$350.00	\$2,800.00	Seattle/Tacoma (KING) (KING)	TONIGHT SHOW	9/10/12
47.0	Normal Line / SPOT	09/17/12-09/17/12	5	:30	11:35P- 12:35A (PT)		2							2	\$400.00	\$800.00	Seattle/Tacoma (KING) (KING)	TONIGHT SHOW	9/10/12
48.0	Normal Line / SPOT	09/15/12-09/15/12	5	:30	11:34P- Saturday Night Live							1		1	\$750.00	\$750.00	Seattle/Tacoma (KING) (KING)		9/10/12
49.0	Normal Line / SPOT	09/14/12-09/14/12	5	:30	9P- Grimm						1			1	\$3,200.00	\$3,200.00	Seattle/Tacoma (KING) (KING)		9/10/12
50.0	Normal Line / NFL	09/16/12-09/16/12	5	:30	5:12P- NBC Sunday Night Football								1	1	\$5,500.00	\$5,500.00	Seattle/Tacoma (KING) (KING)		9/10/12
51.0	Normal Line / NFL - Pre Game Show	09/16/12-09/16/12	3	:30	4P- Football Night in America								1	1	\$2,500.00	\$2,500.00	Seattle/Tacoma (KING) (KING)		9/10/12
52.0	Normal Line / NFL	09/16/12-09/16/12	5	:30	5:12P- NBC Sunday Night Football								2	2	\$5,500.00	\$11,000.00	Seattle/Tacoma (KING) (KING)		9/10/12
53.0	Normal Line / SPOT	09/16/12-09/16/12	5	:30	8:30P- 5th Quarter								1	1	\$1,400.00	\$1,400.00	Seattle/Tacoma (KING) (KING)		9/10/12

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